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January 11, 1993

MM Docket # 92-263
Customer Service Requirements of 1992 Act
Office of the Secretary
Federal Communications Communication
Washington, DC 20554

Sir or Madam:

Ansa-Matic is a 22 year old telecommuncations company that markets call processing and call management reporting systems to the CATV industry. This equipment is used in the local system's office to aid their customer service reps (CRS's) answer incoming calls from subscribers and prospective subscribers while producing printouts reports on the CSR's call answering activity.

For as little as $3,100 for up to 5 lines or $3,950 for up to 10 lines, the smallest cable system can purchase our CS-D40 digital call processing hardware to which they can attach a dot matrix printer to product call management reports. (Although this CS-D40 system can answer up to 40 incoming lines, it is usually purchased by the cable office that has 2 to 10 lines that are answered by CSR's.)

If all CSR's are tied up with previous callers or customers at the office counter, the system will answer all incoming   phone calls by the 3rd ring with a brief announcement.

After answering, the CS-D40 places the caller on hold and plays   music and/or the system operator's cable promotions to those on hold. If a caller is on hold beyond an acceptabale standard such as 30 seconds, the system will interrupt any audio, to play a second announcement which assures the caller that they will be   answered in the order their call was received.

This system also answers when the office is closed and delivers an announcement that provides the office schedule and   a service number for callers who are experiencing a problem with their cable service.

The system is programmed to operate 52 weeks in advance without operator intervention. The CS-D40 changes from a day to evening announcement automatically. When the office opens, the system will deliver the appropriate announcement and likewise when the office is closed. Even holidays can be programmed a year in advance so that when holidays arrive, the CS-D40 announces that the office is closed to any callers.

While incoming calls are being answered, the system is electronically accumulating data on the CSR's processing of incoming calls. Reports are printed hourly, daily, weekly, and monthly. The reports indicate total calls, how many calls are answered on 1st ring, 2nd ring, 3rd ring, 4th ring and so forth. Tabulated are the total number of calls that are placed on hold by the system. The reports set forth in time frames the amount of time that calls that are on hold before being answered. The same information is set forth   for calls that result in hangups.

And of equal importance is the busy lines report which indicates in each reporting period, exactly how much time all lines were busy simultaneously.

No. of Copies rec'd 0+2
List A B C D E

The National Cable Television Association standards that were established in 1988 require approximately (90% of the time) that when using an automated system, calls be answered by the 4th ring. The standards also state that calls including wait and transfer should be answered within 30 seconds, and that the total busy time for all lines shall not exceed 3% of the time the cable office is open. The CS-D40 periodic reports provides the cable operator with this information. Cable systems use the CS-D40 report to validate conformance with NCTA telephone standards.

The system accomplishes two main functions: (1) It eliminates the time consuming problems of CSR's having to interrupt calls in progress in order to answer other incoming calls, and (2) by providing hard copy reports on various time frames, cable system management can use these reports to determine if their system is providing a high level of service.

These reports are a practical tool that can be used by the CATV system manager to weigh the performance of his/her CSR staff against FCC, local franchise officials, ot company telephone answering standards. Few cable systems should find that this is not a cost effective method to more effectively service its subscribers and meet acceptable customer service standards. In addition, since this system was introduced in 1988, not one minute of downtime has occurred on any system that we have installed as a result of an equipment failure.

Enclosed is a sample report that is an actual printout of a cable system for which we installed the CS-D40. We will be glad to answer any questions that you may have on this report and enclosed material.

Sincerely,

William G. Haughton
General Manager

WGH/sn

Enc:

Note: Congress has given the FCC 180 days "to establish federal customer standards" for the cable industry. NCTA's current telephone standards which are reflected in the report below will no doubt be considered as a basis for setting federal telephone availability guidelines for the industry. If additional telephone data is required by FCC, Ansa-Matic will endeavor to include that data in these reports.

Actual call report generated on CS-D40 installed by Ansa-Matic at cable system on telephone lines answered by the system's CSR's. (Explanatory notes follow.)

+++++++   CS-D40   ++++++++++   DAILY REPORT   ++++++++

03/06/92

GENERAL REPORT	CALLS	%	:	DETAIL REPORT	COMPLETED CALLS	%	LOST CALLS	%
TOTAL CALLS	320	----	:					
PROMPTLY ASSISTED CALLS	280	87.5	:	0-- 15sec	27	72.9	1	33.3
COMPLETED CALLS	37	11.5	:	15-- 30	6	16.2	2	66.6
LOST CALLS	3	0.9	:	30-- 45	2	5.4	0	0.0
			:	45-- 60	2	5.4	0	0.0
ALL LINES BUSY REPORT			:	60-- 90	0	0.0	0	0.0
TOTAL TIME	0hou 10min 41 sec		:	90--120	0	0.0	0	0.0
NUMBER OF TIMES		24	:	120--180	0	0.0	0	0.0
			:	180--240	0	0.0	0	0.0
SEQUENCER HOLDING TIME			:	240--up	0	0.0	0	0.0
LOST CALLS		3	:	- - - - - - - - - - - - - - - - -				
AVE. HOLDING TIME	0min 16sec		:	TOTAL	37		3	
			:					
COMPLETED CALLS		37	:					
AVE. HOLDING TIME	0min 11sec		:					
			:					
TALK TIME			:					
AVE. TALKING TIME 0hou 3min 27sec			:					

: PROMPTLY ASSISTED CALLS REPORT

ANSWERED IN:	CALLS	% *
0 -- 6sec	102	36.5
6-- 12	166	59.3
12-- 18	12	4.1
18--	0	0.0
- - - - - - - - - - - - - - -		
TOTAL	280	

EXPLANATION OF ABOVE CSR TELEPHONE ACTIVITY REPORT

This report covers a 9 hour day on March 6, 1992. 320 incoming calls were received. 280 calls, 87.5% of the total number of incoming calls, were answered by CSR's before the sequencer could answer. These calls are designated "PROMPTLY ASSISTED CALLS". A call answered during the first ring is answered within 6 seconds, during the second ring is answered within 12 seconds and so forth. The CS-D40 is set to answer after 3 rings. The "PROMPTLY ASSISTED CALLS REPORT" on the bottom right indicates when the CSR's answered these calls - CSR's answered 102 calls during the first ring, 166 during the second ring, and 12 calls during the third ring. NCTA's standard that calls be answered by the 4th ring was met.

Of the 37 calls answered by the CS-D40 when all CSR's were busy, only 4 calls or just 1.25% out of 320 incoming calls were on hold over 30 seconds before being answered by a CSR. This data indicates the cable system exceeded NCTA's hold time standard for incoming calls by a wide margin.

The "ALL LINES BUSY REPORT" above proves that the total time that all lines were busy simultaneously, was only 10 minutes, 41 seconds, well within the NCTA 3% busy time limitation.

The above report clearly affirms that this cable system not only met but exceeded all NCTA telephone availability standards on this date. Twelve monthly reports generated by the CS-D40 can be used to certify a system's conformance with NCTA telephone standards on an annual basis

*Headings on this line are added to clarify time frames in which these calls are answered by CSR.

ON THE WAY - FCC'S NEW TELEPHONE STANDARDS FOR CABLE. HERE'S HELP!

CS-D40 Digital Call Sequencer
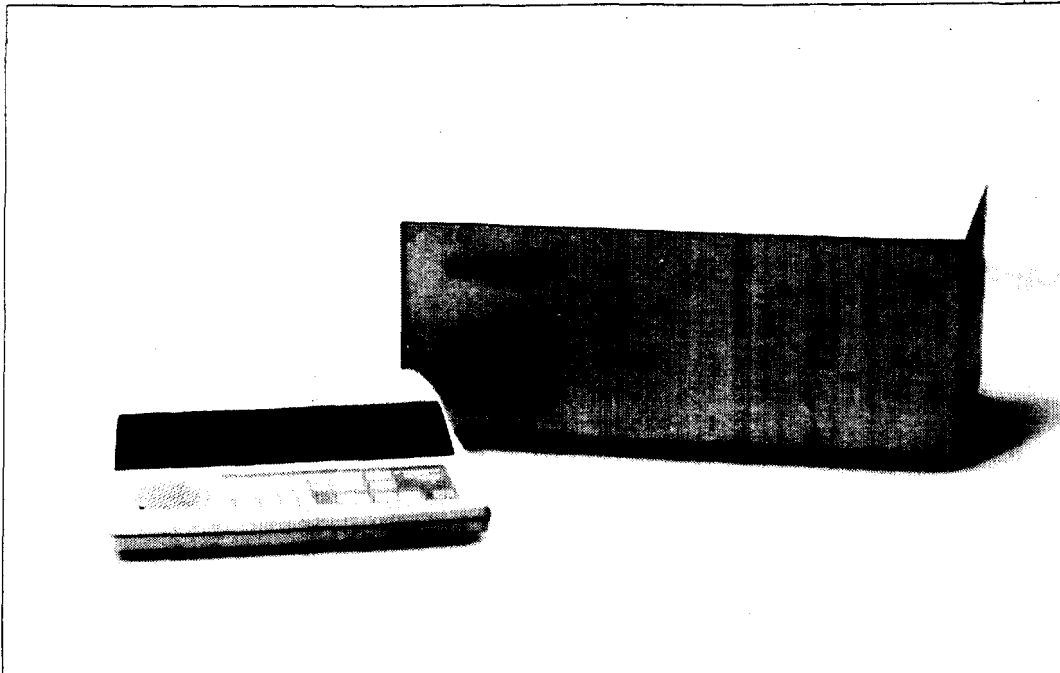
FCC TELEPHONE STANDARDS - Section 632. (b) of the Cable Television Consumer Protection and Competition Act of 1992 "requires the FCC, within 180 days of enactment to establish ....customer service standards.........Such standards shall include, at a minimum, cable systems office hours and telephone availability.....outages and service calls, and communications between the cable operator and the customer."

The CS-D40 package includes an hourly, daily, weekly, and monthly telephone activity reporting system that should be extremely helpful in meeting the telephone availability provisions of FCC standards. And since the cable bill allows local franchise authorities to enforce these standards, the system manager can use CS-D40 reports to certify conformance when dealing with local governmental agencies.

FCC telephone standards, notwithstanding, the telephone reports generated by the CS-D40 provide a valuable tool for the system manager to measure performance of his/her CSR group against company standards in handling incoming calls.

INTERRUPTIONS ARE A PROBLEM - In the cable office with no phone automation, CSR's are constantly interrupted to answer other incoming calls. Whether working with customers at the counter or talking to a previous caller, when the phone rings, they must drop what they are doing to answer. Efficiency and service to subscribers suffer in this environment. CSR burnout is prevelent. What a difference a CS-D40 can make!

HELP FOR CSR'S AND SUBSCRIBERS - With a CS-D40 digital call sequencer attached to your present phone system, calls are answered automatically when all CSR's are busy with customers. The caller is greeted with an announcement followed by your cable promotions or music on hold. At regular intervals, the CS-D40 plays a second message to all waiting callers reminding them that they have not been forgotten. The oldest call on hold is always answered by the next available CSR. Since CSR's are able to complete calls or work with customers at the counter without interruption, a sense of continunity prevails. More gets done. Less CSR burnout. Subscribers are happier.

LOW COST - HIGH RELIABILITY - No service calls have occurred on the CS-D40 for any Ansa-Matic installed customer since Ansa-Matic introduced the system in the U. S. in December 1988. FCC customer service standards will be in force by April 3, 1993. Be ready to meet the telephone availability standards. Give your subscribers the best one-on-one telephone service possible. The CS-D40 is the most user-friendly, cost-effective, and trouble-free alternative available on the market at this time to meet these objectives.

CS-D40 is compatible with virtually all telephone systems, including:

Asuzi
AT&T
Comdial
Executone
Galaxy
Harris
Inter-Tel
Isotec
ITT
Iwatsu
Lanier
NEC
Norstar
Panasonic
Premier
Sanyo
Siemens
S.W. Bell
Tie
Toshiba
Trillium
Walker
Vodavi

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